

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently amended) A method of: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmitting the competition entry to the competition administrator; and

(c) enabling transmission of up to a predetermined maximum number of electronic messages from the competition administrator to the entrant.

2. (Currently amended) A method according to claim 1, wherein step (c) includes the steps of incrementing a contact count for each electronic message sent from the competition administrator to the competition entrant, and preventing transmission of further electronic messages once the contact count flag reaches ~~a~~ the predetermined maximum ~~value~~ number.

3. (Currently amended) The method of claim 2, wherein the maximum ~~value~~ number is one.

4. (Currently amended) The method of claim 2, wherein the maximum number ~~value~~ is zero.

5. (Currently amended) The method of claim 2, wherein the maximum number ~~value~~ is set by the competition entrant.

6. (Currently amended) The method of claim 5, wherein the maximum ~~value~~ number is set by the entrant through interaction of the sensing device with the printed competition entry form, the method including the steps of receiving, in the computer system, data indicative of the maximum ~~value~~ number from the sensing device.

7. (Currently amended) The method of claim 5, wherein the data indicative of the maximum ~~value~~ number is indicative of the sensing device having been used to interact with

the printed competition entry form to check a box or indicate a selection of the maximum ~~value~~number.

8. (Currently amended) The method of claim 5, wherein the data indicative of the maximum ~~value~~number is indicative of the sensing device having been used to interact with the printed competition entry form to write a number, the number being interpreted as the maximum ~~value~~number.

9. (Original) The method of claim 1, wherein the message is sent by the competition administrator in response to an electronic status request sent to by the competition administrator by the competition entrant.

10. (Original) The method of claim 1, wherein the electronic message is indicative of a status of the competition.

11. (Original) The method of claim 1, further including the steps, performed in the computer system, of:

assigning a competition alias ID to the competition entrant; and

transmitting the competition alias ID to the competition administrator with the competition entry, thereby maintaining anonymity of the entrant with respect to the competition administrator.

12. (Original) The method of claim 1, wherein the competition entry form is disposed on a product label.

13. (Original) The method of claim 9, wherein the competition administrator is under the control of a manufacturer, producer or other commercial entity associated with the product label.

14. (Original) The method of claim 1, wherein the electronic message is indicative of any one or more of the following:

a confirmation of competition entry;

a reminder that the competition is running;

a reminder that the competition is closing soon;

an announcement of a winner of the competition;

an announcement that the entrant has won something through the competition; and

an announcement that the entrant has failed to win something through the competition.

15. (Original) The method of claim 1, wherein the form is disposed on a product label including human-readable information relating to the competition.

16. (Original) The method of claim 15, wherein at least some of the coded data includes a label identifier.

17. (Original) The method of claim 16, wherein the label identifier is a unique product item identifier.

18. (Original) The method of claim 17, wherein the unique product item identifier is an electronic product code.

19. (Original) The method of claim 18, wherein the machine-readable coded data is substantially invisible to a human.

20. (Original) A system for: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the system comprising a computer system configured and programmed to:

(a) receive interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmit the competition entry to the competition administrator; and

(c) enable transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

21. (Currently amended) The system of claim 20, wherein the computer system is configured and programmed to enable the transmission of up to the predetermined number of electronic messages by: incrementing a contact count flag for each electronic message sent from the competition administrator to the competition entrant; and preventing transmission of further electronic messages once the contact count flag reaches a predetermined maximum ~~value~~number

22. (Currently amended) The system of claim 20, wherein the maximum value number is one.

23. (Currently amended) The system of claim 20, wherein the maximum value number is zero.

24. (Currently amended) The system of claim 20, wherein the maximum value number is set by the competition entrant.

25. (Currently amended) The system of claim 24, wherein the maximum value number is set by the entrant through interaction of the sensing device with the printed competition entry form, the computer system being configured and programmed to receive data indicative of the maximum value number from the sensing device.

26. (Currently amended) The system of claim 25, wherein the data indicative of the maximum value number is indicative of the sensing device having been used to interact with the printed competition entry form to check a box or indicate a selection of the maximum value number.

27. (Currently amended) The system of claim 24, wherein the data indicative of the maximum value number is indicative of the sensing device having been used to interact with the printed competition entry form to write a number, the number being interpreted, the computer system, as the maximum value number.

28. (Original) The system of claim 20, wherein the entry form includes human-readable information relating to the competition, the interaction data representing interaction of the sensing device with the human-readable information such that at least some of the coded data coincident or adjacent the human-readable information is sensed during the interaction.

29. (Original) The system of claim 20, wherein the coded data relates to an identity of the label, and the interaction data is indicative of the identity, the competition entry being electronically captured at least partially on the basis of the identity.

30. (Original) The system of claim 20, wherein the form includes one or more of: information fields that show information about the competition; button fields that generate one or more actions in the computer system when interacted with by the sensing device; and entry fields for receiving user input through interaction of the sensing device with the entry fields; the interaction data representing interaction of the sensing device with the one or more fields.

31. (Original) The system of claim 20, wherein the printed competition entry form is disposed on a product label.

32. (Original) The system of claim 20, wherein at least some of the coded data includes a label identifier.

33. (Original) The system of claim 32, wherein the label identifier is a unique product item identifier.

34. (Original) The system of claim 33, wherein the unique product item identifier is an electronic product code.

35. (Original) The system of claim 34, wherein the competition administrator is under the control of a manufacturer, producer or other entity associated with the product bearing the product label.

36. (Original) The system of claim 20, wherein the computer system includes a Hyperlabel server configured and programmed to convert the interaction data to form data for correlating with the competition, and to transmit the form data to the competition administrator.

37. (Original) The system of claim 20, wherein the computer system includes a netpage registration server configured and programmed to identify the competition entrant and to allocate a competition alias identification to maintain anonymity of the competition entrant.

38. (Original) The system of claim 20, further comprising an internet-accessible location for posting the electronic messages, the electronic messages being accessible to the entrant via the location.

39-49. (Cancelled)